PCET's
Pimpri
Chinchwad
University, Pune

Learn | Grow | Achieve

Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

SCHOOL OF DESIGN

(Established under Maharashtra Act No V of 2023)
Sate, Pune – 412 106. Maharashtra, India

BACHELOR OF DESIGN
(2024 PATTERN)

EFFECTIVE FROM 2024-25 ACADEMIC YEAR

PCET's
Pimpri Chinchwad University
Learn | Grow | Achieve

Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Sate, Pune - 412106

Curriculum Structure

Bachelor of Design

Pune Design School

Effective from Academic Year 2024-25

Program Structure

Preamble:

India has a long history of welcoming visitors with open arms, making it recognised as a typically hospitable nation. Hospitality is known to be the very essence of India. The hospitality sector offers a wide range of professional options at different levels and requires a variety of talents, and it makes a considerable contribution to the economies of India and many other nations.

The goal of Pimpri Chinchwad University's Bachelor of Design is to provide students with a solid intellectual foundation. Their ability to develop strategic business insight, make moral decisions, and adopt a sustainable worldview is empowered by the curriculum. In essence, the programme aims to create leaders who can proactively implement business strategies that pursue the economic well-being of all stakeholders while considering the welfare of the people and impact on the planet. The foundational information and abilities offered in this undergraduate degree programme are crucial for students to succeed in creative roles and be responsible citizens in the future. A key component of the curriculum is the student's holistic development. The B.Des program is Ideal for students who wish to start a career in Design, management, or entrepreneurship soon after graduation.

Vision and Mission of Programme:

Vision

The vision of the Pune Design School is to be recognized for leadership in the discipline and the profession by advancing design excellence in an evolving global ecosystem, promoting human values and well being, and inculcating responsibility to society, the environment, and the profession.

Mission

- To offer future leaders with academic and research excellence to succeed in today's dynamic Design Environment as successful managers and entrepreneurs.
- To Improve and Enhance the Educational Experience.
- To Cultivate a Culture of Research, Scholarship and Creative Activities
- To Grow a Comprehensive and Balanced Student community and Faculty
- To Advance Industry, Professional, Community and University Partners

Programme Educational Objectives:

1. Develop research methodologies to investigate and identify design focused interventions.
2. Develop critical thinking and ability to create innovative solutions.
3. Exhibit proficiency in practices that employ media, materials & emerging technologies.
4. Ability to demonstrate digital & analogue competence to present ideas.
5. Develop entrepreneurial approach to create strategic design solutions.

Programme Outcomes (POs):

The Graduates will be able to:

1. **Research Mindset:** Evolving a research-oriented mindset as an approach to undertake design solutions.
2. **Critical & Design Thinking:** Capacity to apply and effectively problem-solve in an unstructured, unfamiliar and complex context.
3. **Material Sensibility:** Demonstrate advanced sensibilities to analyse attributes and applicability of materials.
4. **Emerging Technology Practice:** Demonstrate curiosity and intention of practice in the domain of emerging technologies that engender innovation in the industry.
5. **Analog & Digital Competency:** Demonstrate competency in a range of analog and digital skills for creativity and communication.
6. **Strategic Design Disposition:** Illustrate critical understanding of impact of design interventions on micro & macro environments.
7. **Entrepreneurial Attitude:** Display of professionalism, enterprise, teamwork and collaboration as an approach and attitude towards entrepreneurship.

Programme Specific Outcomes (PSOs):

1. Using a structured thought process and design development process, ability to design Products that create business value, serve individual and societal needs while considering environmental impact
2. Ability to create innovative solutions which are desirable to the user, technically feasible and commercially viable.
3. Ability to develop concepts through cycles of research and concept progression while integrating all relevant issues in a given context through several stages of design development and form building.
4. Develop an understanding of the human- centered focus of design and knowledge of functionality based on human factors and ergonomics.
5. Ability to identify consumer needs through understanding of values, cultures, behavioral norms, social patterns, demographics, trends and future scenarios.
6. Ability to develop a personal learning style, observe and evaluate own learning, diagnose own learning needs to serve the purpose of self and life-long learning.
7. Ability to work in a professional manner with the knowledge of design management in a collaborative, team environment, honoring timelines and ethical considerations.

INDEX

Curriculum Framework for B. Des (4 years)

Sr. No.	Type of course	Abbreviations
1	Major	**PCC**
2	Elective (Minor Stream/Vocational/Programme Specific)	**MIN**
3	Multidisciplinary / Open Electives	**OE**
4	Ability Enhancement Courses	**AEC**
5	Skill Enhancement Courses	**SEC**
6	Value Added Courses	**VAC**
7	Summer Internship	**INTR**
8	Internship	**INTR**
9	Project	**PROJ**

Sr. No.	Type of course	No. of Courses	Total Credits	
			No	%
1	Programme Core Credit	**38**	**102**	**63.75**
2	Minor Stream/Vocational/Programme Specific	**5**	**10**	**6.25**
3	Multidisciplinary / Open Electives	**3**	**9**	**5.62**
4	Ability Enhancement Courses	**10**	**5**	**3.12**
5	Skill Enhancement Courses	**6**	**14**	**8.75**
6	Value Added Courses	**4**	**4**	**2.5**
7	Internship	**1**	**4**	**2.5**
8	Project	**1**	**12**	**7.5**
	Total	**68**	**160**	**100.0**

COURSE DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Courses/Semester								Total
		1	2	3	4	5	6	7	8	
1	Programme Core Credit	4	4	4	6	6	6	4	3	38
2	Minor Stream/Vocational/Programme Specific	0	0	0	1	1	1	1	1	5
3	Open Electives	1	1	1						3
4	Ability Enhancement Courses	1	1	2	2	2	2			10
5	Skill Enhancement Courses	1	1	1	1	1	1			6
6	Value Added Courses	1	1	0	0	1	1			4
7	Internship							1		1
8	Project								1	1
Total										**68**

MINOR COURSES

Minor Course Curriculum

Preamble:

The Minor Courses offered at Pimpri Chinchwad University are designed to equip students with practical skills and diverse perspectives to thrive in the modern world. Through minors focused on data analysis, environmental sustainability, digital media, and cyber-security, students gain experience and interdisciplinary knowledge. These minors encourage versatility, adaptability, and the ability to leverage technology to solve complex problems. Students explore subjects outside their primary focus, develop complementary abilities, and gain a deeper appreciation for diverse cultures and perspectives.

Vision:

To be a leading university inspiring academic and personal growth and transforming lives

Mission:

- To foster academic excellence, innovation and social responsibility by providing a holistic and inclusive learning ecosystem.
- To prepare students to be responsible ethical global citizens and leaders through industry-relevant curriculum, international exposure and skill development.
- To imbibe research and entrepreneurship aptitude among students
- To help and facilitate the students Learn, Grow, and achieve their full potential.

Program Outcomes

Programme Outcomes (POs):
PO 1: Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
PO2: Problem analysis: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
PO3: Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
PO4: Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
PO5: Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
PO6: The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO7: Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO8: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO9: Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO10: Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO11: Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO12: Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Course Structure

	List of Minor Courses					
Web Development (WD) Offering School: School of Engineering & Technology (ET)						
Course Code	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA
UETWD101	WD Minor1: Introduction of HTML	# II/ *IV	2	2	20	30
UETWD102	WD Minor2: Getting started with JavaScript	# III/ *V	2	2	20	30
UETWD103	WD Minor3: Server-side Programming with Node.js	# IV/*VI	2	2	20	30
UETWD104	WD Minor4: Front-end Development with React & Type Script	# V/*VII	2	2	20	30
UETWD105	WD Minor5: back-end frameworks - Django, Ruby on Rails,	# VI/*VIII	2	2	20	30
Robotics Process Automation (RP) Offering School: School of Engineering & Technology (ET)						
Course Code	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA
UETRP101	RP Minor1: Basics of Robotics Process Automation	# II/ *IV	2	2	20	30
UETRP102	RP Minor2: Fundamentals of RPA Business Analysis	# III/ *V	2	2	20	30
UETRP103	RP Minor3: Automation Techniques in RPA	# IV/*VI	2	2	20	30
UETRP104	RP Minor4: Future of RPA with Business Automation	# V/*VII	2	2	20	30
UETRP105	RP Minor5: RPA Tool	# VI/*VIII	2	2	20	30
Artificial intelligence & Machine Learning (ML) Offering School: School of Engineering & Technology (ET)						
Sr.no	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA
UETML101	ML Minor1: Artificial Intelligence	# II/ *IV	2	2	20	30
UETML102	ML Minor2: Machine Learning	# III/ *V	2	2	20	30
UETML103	ML Minor3: Natural Language Processing	# IV/*VI	2	2	20	30
UETML104	ML Minor4: Optimization Techniques	# V/*VII	2	2	20	30
Data Science (DS) Offering School: School of Engineering & Technology (ET)						

Sr.no	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETDS101	DS Minor1: Applied Data Science With Python	# II/ *IV	2	2	20	30
UETDS102	DS Minor2: Data Visualization With Tableau	# III/ *V	2	2	20	30
UETDS103	DS Minor3: Business Analytics	# IV/*VI	2	2	20	30
UETDS104	DS Minor4: Data Analytics	# V/*VII	2	2	20	30
UETDS105	DS Minor5: Generative AI	# VI/*VIII	2	2	20	30
Media Communications Offering School: School of media and communications studies						
Course Code	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA
UMSMM101	MM Minor1: Literary Study	# II/ *IV	2	2	20	30
UMSMM102	MM Minor2: Digital Media Production	# III/ *V	2	2	20	30
UMSMM103	MM Minor3: Photography	# IV/*VI	2	2	20	30
UMSMM104	MM Minor4: Performing Arts - Theater	# V/*VII	2	2	20	30
UMSMM105	MM Minor5: Film Studies	# VI/*VIII	2	2	20	30
Psychology (PSY) Offering School: School of science						
Course Code	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA
USCPSY101	PSY Minor1: Introductory Psychology	# II/ *IV	2	2	20	30
USCPSY102	PSY Minor2: Foundations of Social Psychology	# III/ *V	2	2	20	30
USCPSY103	PSY Minor3: Theories of Personality Development	# IV/*VI	2	2	20	30
USCPSY104	PSY Minor4: Industrial Psychology	# V/*VII	2	2	20	30
USCPSY105	PSY Minor5: Mindfulness and Mental Health	# VI/*VIII	2	2	20	30
Nutrition (NUT) Offering School: School of science						
Course Code	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA
USCNUT101	NUT Minor1: Human Nutrition	# II/ *IV	2	2	20	30
USCNUT102	NUT Minor2: Lifestyle Management	# III/ *V	2	2	20	30
USCNUT103	NUT Minor3: Introduction to Weight Management	# IV/*VI	2	2	20	30
USCNUT104	NUT Minor4: Food Quality and Management	# V/*VII	2	2	20	30
USCNUT105	NUT Minor5: Novel Foods and Application	# VI/*VIII	2	2	20	30
Design Thinking and Methodologies (DM) Offering School: Pune Design School (SD)						
Course Code	**Name of Course**	**Teaching Scheme**			**Evaluation Scheme**	
		Sem	Credits	Hours	CIA	ESA

USDDM101	DM Minor1: Design Thinking	# II/ *IV	2	2	20	30
USDDM102	DM Minor2: Brand Identity Design	# III/ *V	2	2	20	30
USDDM103	DM Minor3: Digital tools for 2D design	# IV/*VI	2	2	20	30
USDDM104	DM Minor4: Physical model making/ Prototyping	# V/*VII	2	2	20	30
USDDM105	DM Minor5: Digital Tools for 3D design	# VI/*VIII	2	2	20	30

Economics & Finance (FE)
Offering School: School of Management (SM)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USMFE101	FE Minor1: Micro-economics	# II/ *IV	2	2	20	30
USMFE102	FE Minor2: Fundamentals of Accounting	# III/ *V	2	2	20	30
USMFE103	FE Minor3: Principles of Finance	# IV/*VI	2	2	20	30
USMFE104	FE Minor4: Cost anfd Management Accounting	# V/*VII	2	2	20	30
USMFE105	FE Minor5: Macro economics	# VI/*VIII	2	2	20	30

Entrepreneurship and Innovations (EI)
Offering School: School of Management (SM)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USMEI101	EI Minor1: Entrepreneurship-New venture Development	# II/ *IV	2	2	20	30
USMEI102	EI Minor2: Rural Entrepreneurship	# III/ *V	2	2	20	30
USMEI103	EI Minor3: Design Thinking	# IV/*VI	2	2	20	30
USMEI104	EI Minor4: Institutional and Legal framework for Startups and small Businesses	# V/*VII	2	2	20	30
USMEI105	EI Minor5: Managing creativity and learning organizations	# VI/*VIII	2	2	20	30

Drugs & Healthcare (DH)
Offering School: School of Pharmacy (SP)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USPDH101	DH Minor1: Health and hygiene	# II/ *IV	2	2	20	30
USPDH102	DH Minor2: Know your drugs	# III/ *V	2	2	20	30
USPDH103	DH Minor3: Complementary and alternative medicine	# IV/*VI	2	2	20	30
USPDH104	DH Minor4: Drug Discovery	# V/*VII	2	2	20	30
USPDH105	DH Minor5: Forensic Science	# VI/*VIII	2	2	20	30

Software Application Design and Development (AD)
Offering School: School of Engineering and Technology (Computer Applications)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETAD101	AD Minor1: System Analysis and Design	# II/ *IV	2	2	20	30

UETAD102	AD Minor2: User Experience and Design	# III/ *V	2	2	20	30
UETAD103	AD Minor3: Introduction to GitHub.	# IV/*VI	2	2	20	30
UETAD104	AD Minor4: Introduction to Gaming Applications.	# V/*VII	2	2	20	30
UETAD105	AD Minor5: Mobile Application Development	# VI/*VIII	2	2	20	30

Cyber Security (CS)
Offering School: School of Engineering and Technology (Computer Applications)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETCS101	CS Minor1: Cyber Ethics, Cyber Law and Cyber Policy	# II/ *IV	2	2	20	30
UETCS102	CS Minor2: Introduction to Cryptography	# III/ *V	2	2	20	30
UETCS103	CS Minor3: Social Media Security.	# IV/*VI	2	2	20	30
UETCS104	CS Minor4: Introduction to Block Chain.	# V/*VII	2	2	20	30
UETCS105	CS Minor5: Data Security & Privacy.	# VI/*VIII	2	2	20	30

English Literature (E)
Offering School: School of Liberal Arts (SL)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USLAE101	E Minor1: English for Competitive Examinations-I	# II/ *IV	2	2	20	30
USLAE102	E Minor2: English for Competitive Examinations-II	# III/ *V	2	2	20	30
USLAE103	E Minor3: English for Competitive Examinations-III	# IV/*VI	2	2	20	30
USLAE104	E Minor4: English for Competitive Examinations-IV	# V/*VII	2	2	20	30
USLAE105	E Minor5: English for Competitive Examinations-V	# VI/*VIII	2	2	20	30

English (E)
Offering School: School of Liberal Arts (SL)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USLAM101	Learning English With Shakespeare-Romeo and Juliet (Minor-I)	# II/ *IV	2	2	40	30
USLAM102	Learning English With Shakespeare-Hamlet (Minor-II)	# III/ *V	2	2	40	30

*** : Courses offered for B Tech, B Design**
#: Courses offered for B Sc, BBA, Media, and Management & Liberal Arts

Course Nomenclature

Course Title	Course Code	Name of Course
Web Development (WD)	UETWD101	WD Minor1: Introduction of HTML
	UETWD102	WD Minor2: Getting started with JavaScript
Robotics Process Automation (RP)	UETRP101	RP Minor1: Basics of Robotics Process Automation
	UETRP102	RP Minor2: Fundamentals of RPA Business Analysis
Artificial Intelligence & Machine Learning (AIML)	UETML101	ML Minor1: Artificial Intelligence
	UETML102	ML Minor2: Machine Learning
Data Science (DS)	UETDS101	DS Minor1: Applied Data Science With Python
	UETDS102	DS Minor2: Data Visualization With Tableau
Media Communications (MM)	UMSMM101	MM Minor1: Literary Study
	UMSMM102	MM Minor2: Digital Media Production
Psychology (PSY)	USCPSY101	PSY Minor1: Introductory Psychology
	USCPSY102	PSY Minor2: Foundations of Social Psychology
Nutrition (NUT)	USCNUT101	NUT Minor1: Human Nutrition
	USCNUT102	NUT Minor2: Lifestyle Management
Design Thinking Methodologies (DM)	USDDM101	DM Minor1: Design Thinking
	USDDM102	DM Minor2: Brand Identity Design
Economics and Finance (FE)	USMFE101	FE Minor1: Micro-economics
	USMFE102	FE Minor2: Fundamentals of Accounting
Entrepreneurship and Innovations (EI)	USMEI101	EI Minor1: Entrepreneurship-New venture Development
	USMEI102	EI Minor2: Rural Entrepreneurship
Drugs and Healthcare (DH)	USPDH101	DH Minor1: Health and hygiene
	USPDH102	DH Minor2: Know your drugs
Software Application Design and Development (AD)	UETAD101	AD Minor1: System Analysis and Design
	UETAD102	AD Minor2: User Experience and Design
Cyber Security (CS)	UETCS101	CS Minor1: Cyber Ethics, Cyber Law and Cyber Policy
	UETCS102	CS Minor2: Introduction to Cryptography
English Literature (EL)	USLAE101	E Minor1: English for Competitive Examinations-I
	USLAE102	E Minor2: English for Competitive Examinations-II
English (E)	USLAM101	E Minor 1: Learning English With Shakespeare-Romeo and Juliet
	USLAM102	E Minor2Learning English With Shakespeare-Hamlet (Minor-II)

Course Structure of Second, Third and Fourth Year
B.des (Product Design)

	Semester III										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	UBDPD201	Nature and Form	**PCC**	1	1	2	4	6	40	60	100
2	UBDFY117	Design Research	**PCC**	1	-	1	2	3	20	30	50
3	UBDPD202	Materials and Processes	**PCC**	1	1	2	4	6	40	60	100
4	UBDPD203	Physical Modelling	**PCC**	1	-	2	3	5	40	60	100
5	UBDFY118	Open Elective 3	**OE**	2	-	1	3	3	40	60	100
6	UBDFY119	Presentation Techniques	**AEC**	1	-	-	1	1	50	-	50
7	UBDPD204	Design Drawing	**SEC**	1	-	2	3	5	40	60	100
8	ACUHV201/ ACCOI202	Universal Human Values II : Understanding Harmony / Constitution of India	**AC**	2	-	-	-	2	50	-	-
9	UFL201	Foreign Language I	**AEC**	1	-	-	-	1	50	0	50
						Total	20	32	370	330	700

UFL201 - Foreign Language I
UFL201A - Foreign Language I German
UFL201B - Foreign Language I Japanese

UBDFY118 - Open Elective 3
UBDFY118A - Design for Social Media
UBDFY118B - Design for IoT

	Semester IV										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDPD205	Design Studio 1	**PCC**	1	1	3	5	8	40	60	100
2	UBDPD206	Packaging Design	**PCC**	1	-	1	2	3	20	30	50
3	UBDPD207	Ergonomics	**PCC**	1	-	1	2	3	20	30	50
4	UBDPD208	Digital Rendering	**PCC**	2	-	-	2	2	20	30	50
5	UBDPD209	Prototyping Techniques	**PCC**	2	-	-	2	2	20	30	50
6	UBDPD210	Mini Project 1	**PCC**	1	-	1	2	3	40	60	100
7	UBDFY120	Portfolio 1	**AEC**	0	-	1	1	2	50	-	50
8	UBDPD211	Digital Modelling 1	**SEC**	0	1	1	2	3	20	30	50
9	ACCOI202 / ACUHV201	Constitution of India / Universal Human Values II : Understanding Harmony	**AC**	1	-	-	-	1	50	-	-
10		**Minor 1**	**MIN**	2	-	-	2	2	40	60	100
11	UFL202	Foreign Language II	**AEC**	1	-	-	-	1	50	-	50
						Total	20	30	370	330	700

UFL202 - Foreign Language II
UFL202A - Foreign Language II German
UFL202B - Foreign Language II Japanese

	Semester V										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDPD301	Design Studio 2	**PCC**	1	1	3	5	8	40	60	100
2	UBDPD302	Form and Movement	**PCC**	1	1	-	2	2	20	30	50
3	UBDPD303	Artificial Intelligence	**PCC**	1	-	-	1	1	50	-	50
4	UBDPD304	Colour Material and Finishes	**PCC**	-	1	1	2	3	20	30	50
5	UBDPD305	Visual Narratives	**PCC**	1	1	-	2	2	20	30	50
6	UBDPD306	Mini Project 2	**PCC**	1	-	1	2	3	40	60	100
7	UBDFY121	Project Documentation	**AEC**	1	-	-	1	1	50	-	50
8	UBDPD307	Digital Modelling 2	**SEC**	-	1	1	2	3	20	30	50
9	UBDFY122	Short Movie Making	**VAC**	-	-	1	1	2	50	-	50
10	ACALR301 / ACEVS301	Aptitude and Logical Reasoning / Environmental Studies	**AC**	2	-	-	-	2	50	-	-
11		**Minor 2**	**MIN**	2	-	-	2	2	40	60	100
12	UFL301	Foreign Language III	**AEC**	-	-	-	-	1	50	-	50
	Total						20	30	450	300	750

UFL301 - Foreign Language III
UFL301A - Foreign Language III German
UFL301B - Foreign Language III Japanese

	Semester VI										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDPD308	Design Studio 3	PCC	1	1	3	5	8	40	60	100
2	UBDPD309	Introduction to User Interface Design	PCC	1	1	-	2	2	20	30	50
3	UBDPD310	Visual Ergonomics	PCC	1	1	-	2	2	50	-	50
4	UBDPD311	Wireframing	PCC	1	-	1	2	3	20	30	50
5	UBDPD312	Storyboarding	PCC	2	-	-	2	2	20	30	50
6	UBDPD313	Mini Project 3	PCC	1	-	1	2	3	40	60	100
7	UBDFY123	Portfolio 2	AEC	-	-	1	1	2	50	-	50
8	UBDPD314	Virtual Reality Tools	SEC	1	-	-	1	1	20	30	50
9	UBDFY124	Theatre Arts	VAC	-	-	1	1	2	50	-	50
10	ACEVS301 / ACALR301	Environmental Studies / Aptitude and Logical Reasoning	AC	2	-	-	-	2	50	-	-
11		**Minor 3**	MIN	2	-	-	2	2	40	60	100
12	UFL302	Foreign Language IV	AEC	-	-	-	-	1	50	-	50
	Total						20	30	450	300	750

UFL302 - Foreign Language IV
UFL302A - Foreign Language IV German
UFL302B - Foreign Language IV Japanese

	Semester VII										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDPD401	Design Studio 4	PCC	2	1	2	5	7	40	60	100
2	UBDPD402	Design Studio 5	PCC	2	-	2	4	6	40	60	100
3	UBDFY125	Design Management	PCC	1	-	-	1	1	50	-	50
4	UBDPD403	New Product Development	PCC	2	-	-	2	2	20	30	50
5	UBDPD404	Mini Project 4	PCC	1	-	1	2	3	40	60	100
6	UBDFY126	Internship : UBD	AEC	-	-	-	4	-	40	60	100
		Minor 4	MIN	2	-	-	2	2	40	60	100
		Total					20	21	270	330	600

	Semester VIII										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDPD405	Design Studio 6	PCC	1	1	2	4	6	40	60	100
2	UBDFY127	Research Paper Writing : UBD	PCC	2	-	-	2	2	50	-	50
3	UBDPD408	Graduation Project : UBD	PCC	-	-	-	12	-	150	200	350
		Minor 5	MIN	2	-	-	2	2	40	60	100
		Total					20	10	280	320	600

Mini Project 1,2,3 & 4 are design process exercises with implementation of skill based course learnings within the respective semesters. Eg. Mini Project 3 (Semester 4) is a small design project which includes the understanding of UX/UI, VR, and Digital tools (Semester 4)

Design Studio 1,2,3,4,5 & 6 are elaborate design projects with Research, Analysis, Design brief, Exploration and Execution Phases with ascending levels of complexities

Course Exit Policy

UG Diploma in Design : Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG diploma in Design, provided they must earn additional credits during the summer vacation of the second year.

Second Year													
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
									Theory		OR/PR		
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total
UDIEXBD201	Research in Design./MOOCs	VSC	2	-		2	2		-	-	50		50
UDIEXBD202	Project/ Internship	VSC	-	8		4	8		-	-	50	50	100

***Project- In house/ Sponsored/ Case Study/ Field work**

3-year UG Degree in Design : Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG degree of B.Sc in Design, provided they must earn additional credits during the summer vacation of the third year

Third Year														
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme					
									Theory		OR/PR			
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total	
UDEXBD301	Research in Design/MOOCs	VSC	2	-		2	2		-	-	50		50	
UDEXBD302	Project/ Internship	VSC	-	8		4	8		-	-	50	50	100	

***Project- In house/ Sponsored/ Case Study/ Field work**

Name of the Program:		B.Des		EXIT Course		Level: UG	
Course Name		Research in Design		Course Code/ Course Type		UCEXBD101	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	50	0	0

Pre-Requisite:

Course Objectives (CO):	The Objective of **Research in Design** is - 1. identify and discuss the role and importance of research in the social sciences. 2. identify and discuss the issues and concepts salient to the research process. 3. Discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. 4. Understand the concepts and procedures of sampling, data collection, analysis and reporting. 5. minimize the risk of bias and helps to control extraneous variables.
Course Learning Outcomes (CLO):	Students who successfully complete this course will be able to: 1. Understand why research is important for any kind of design intervention or design solution. 2. Understand and evaluate a wide range of qualitative and quantitative methodologies related to design research and practice 3. know which of these tools and methods be best suited in different context and circumstances during the research process. 4. Acquire data visualization skills and competently use visual representation tools such us Scenario and Personas building, Affinity diagram, Empathy mapping, Entities positioning map, ERAF System Diagram etc. in a range of situations. 5. Have the ability to translate research findings into design proposals.

Course Contents:

Descriptors/Topics	CLO	Hours
UNIT I		
Research process and scope : types (Primary & Secondary and Qualitative & Quantitative) of research, sampling methods, user profiling etc. as well as various research tools and methods (excluding observation, visual ethnography, observations etc.).	**CLO 1**	**6**
UNIT II		
Tools of research : brainstorming, surveys, interviews, experiment design, etc.,	**CLO 2**	**6**
UNIT III		
Research analysis : Analysis techniques of insights and patterns from the collected data and information, Validation of Data , Writing research report, Format of the report, Style of referencing, Bibliography	**CLO 3**	**6**
UNIT IV		
Preparing research proposals: Selection of the topic, Review of literature, Identifying Objectives of the Study, preparing Research Questions, Hypothesis formation	**CLO 4**	**6**
UNIT V		
Issues in Research : Research Ethics, Plagiarism, software to detect plagiarism	**CLO 5**	**6**
Total		**30**

Learning resources

Reference Books:

- Design Research: Methods and Perspectives (The MIT Press) Hardcover – 2003 by Brenda Laurel
- Design Research Now: Essays and Selected Projects (1st edition) 2007 - By Ralf Michel, Hochschule fur Gestaltung und Kunst, Basel, Switzerland

Online Resources/E-Learning Resources

- https://www.inderscienceonline.com/journal/jdr
- 3 Kinds of Design Research: Research for / into / through Design -https://www.youtube.com/watch?v=7niJ2a6HTBo